

# FAX

R.J. Reynolds Tobacco Co.  
400 Raritan Center Parkway Suite D  
Edison, NJ 08837

Date: 01/12/98

Number of pages including cover sheet: 6

To:	Vikisha Inc.
Phone	201-111-0400
Fax Phone	201-222-0372
CC	Greg Brown Sean Cleerdin Christine Fagan

From:	Lanny Wolfe
Phone	732-225-4774
Fax Phone	732-417-9076
Voice Mail	1-800-757-8255 Ext. 48795

**REMARKS:**

☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please comment

There will be three promotions in January, 1998: Winston .70 off two pks and Doral \$1.00 off two pks both in high volume accounts and Salem .30 off pk two ctn display for low volume accounts.

- Pack and deliver each promotion to at least 80% of accounts on attached list within three weeks of delivery date.
- Return attached list with refusals to «FromLong» within four weeks after delivery date.

Attached is the information you will need to work the January Doral \$1 off 2 Packs promotion. Information for the other promotions will follow.

If you have any questions please let me know.

Thanks,  
Lanny

51849 2036

# DORAL

**R.J. Reynolds Tobacco Co.**  
**January 1998 National Pack Promotion**


**Account: Vikisha Inc. #543805**

Brand Promotion	<b>DORAL</b> \$1 Off 2 Packs #800004 (4 Carton Display)
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Display Packing      1 ctns Doral KSF LT  
                         1 ctns Doral 100 LT  
                         1 ctns Doral 100 FF  
                         1 ctns Doral Menthol 100 LT

Display Assembly Timing      Immediately

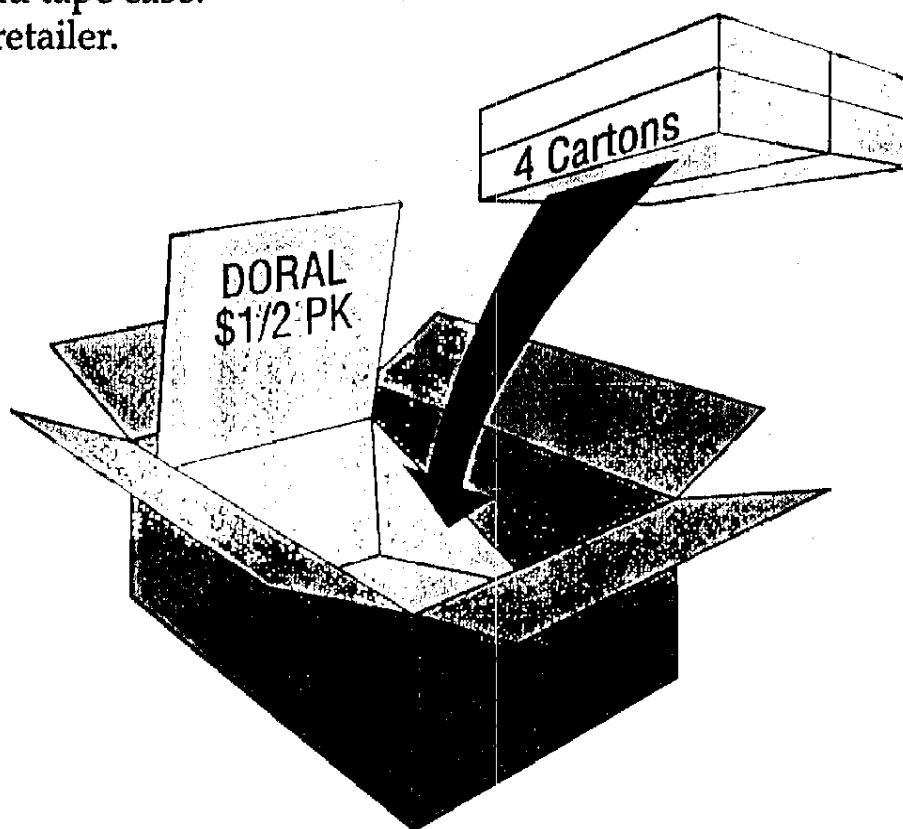
Displays shipped to retail      ➤ Send displays automatically to accounts on attached list  
   beginning week of **1/19/98**  
   ➤ Cross out any account that refuses promotion, sign, date,  
   and return list to Lanny Wolfe for payment by **2/9/98**

 Voice Mail 800-757-8355 #48795 to request payment.

51849 2037

**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR.'98****January DORAL \$1.00/2 PK***(\$1.00 off 2 packs—Pack Outlets, CTS Pack)***STEPS**

1. Open DORAL \$1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



51849 2038

**Item:** # 535481 - Pack Outlets

# 535625 - CTS Pack

**Description:** DORAL \$1/2 PACKS Display / POS kit

Brand Style						
Number of Cartons						

BPEN54B2

WORKPLAN VAP SUBJOBBER TEMPLATE LISTING

PAGE: 4  
DATE: 97-11-11  
TIME: 04:24 PM

DIRECT WHSLR : 761406 KLEIN CANDY COMPANY  
INDIRECT WHSLR: 714335 JAY DISTRIBUTORS  
TEMPLATE : 800004 80100 DOR JAN \$1/2 NO  
TEMPLATE SEQ : 0023  
SALES LEVEL : 12XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
122403	122227	599620	ADC NEWSSTAND CORP.	2 W 33RD ST	NEW YORK	NY	10001	1			2034	(212)279-8434
122101	122225	592107	FOODMART USA III	63 9W NORTH	PIERMONT	NY	10968	1				(914)365-3064
	049957		Pakam	323 W. 39th St., NY, NY	10018			14				
	647979		Pakam	77 Warren Street, NY, NY	10007			12				
	725716		Bengal	1024 Conev Island Av., Brooklyn	11230			6				

\*\*\*\*\* END OF REPORT FOR PROMOTION 800004 \*\*\*\*\*

34

51849 2039

## WORKPLAN VAP SUBJOBBER TEMPLATE LISTING

PAGE: 1  
DATE: 97-11-11  
TIME: 04:24 PM

DIRECT WHSLR : 761406 KLEIN CANDY COMPANY  
INDIRECT WHSLR : 543805 VIKISHA INC.  
TEMPLATE : 800004 80100 DOR JAN \$1/2 NO  
TEMPLATE SEQ : 0023  
SALES LEVEL : 12XXXX

TRFR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
122602	122622	275452	A&S SMOKE SHOP	319 AVENUE C	BAYONNE	NJ	07002	1				
133006	133024	590639	AVENEL SUPERMARKET	1008 RAHWAY AVE	AVENEL	NJ	07001	1			129484KLEIN	(908) 750-9660
122101	122225	715437	BIND FOODS, INC.	198 WASHINGTON ST	NORTHVALE	NJ	07047	1			KLEIN	(201) 767-3001
122109	122624	597086	BROAD NEWS/FOOD	300 BROAD ST	BLOOMFIELD	NJ	07003	1				(201) 434-3993
133004	133426	270415	BROAD ST. NEWS	1301 S BROAD ST	TRENTON	NJ	08610	1				(201) 429-7837
122108		080038	C & R VARIETY	1221 NEW YORK AVE	UNION CITY	NJ	07087	1				(201) 866-1574
122102		420146	CAROUSEL EXPRESS	637 KINDERKAMACK	RIVER EDGE	NJ	07661	1				(201) 262-7047
133407	133425	590043	CEDARBROOK LIQUORS	1 RT 13	WATERFORD	NJ	08089	1			80390KLEIN	(609) 561-4697
122101	122225	453151	CIRCLE FOOD MART	9 TENAFLY RD	ENGLEWOOD	NJ	07631	1			KLEIN	(201) 894-1552
122104	122620	695602	CITY NEWS	2988 JOHN F KENNE	JERSEY CITY	NJ	07306	1				(201) 420-0020
122101	122225	747220	DEMARREST STATIONERY	132 HARDENBURGH A	DEMAREST	NJ	07627	1				(201) 768-0661
133007	133024	440535	E & B BUY FOOD STORE	244 PLAINFIELD AV	EDISON	NJ	08817	1			9086193515	(908) 819-3515
122602	122622	642857	EDDY'S WINE & LIQUO	490 AVENUE C	BAYONNE	NJ	07002	1			KLEIN	(201) 339-3390
122104	122620	271164	EXCHANGE PLACE	10 EXCHANGE PLACE	JERSEY CITY	NJ	07302	1			KLEIN	(201) 433-2475
122104	122620	638584	FAMILY CONVENIENCE	180 KEARNY AVE	KEARNY	NJ	07032	1				(201) 991-5616
122109		542208	FILIPINAS GROCERY	93 BOMER STREET	JERSEY CITY	NJ	07307	1				(201) 792-7072
122104	122620	772864	FLONICK	22 JOURNAL SQ	JERSEY CITY	NJ	07306	1				(201) 659-8383
122605		274199	FOUR CORNER STATION	507 MAIN ST	LITTLE FALLS	NJ	07424	1				(201) 256-1213
122604	122624	400943	FRIENDLY NEWS & FOO	128 MONTGOMERY ST	BLOOMFIELD	NJ	07003	1				(973) 429-8915
133004	133026	228027	FUJI DELI/NEWS	4 N BROAD ST	TRENTON	NJ	08608	1			6093931115	(609) 393-1115
122603	122623	464880	GALA CAND & GIFT	932 STUYVESANT AV	UNION	NJ	07083	1			KLEIN	(908) 687-781
133004	133026	766256	GARDEEN FOOD STORE	355 APPLEGARTH RD	CRANFURY	NJ	08512	1				(609) 395-0905
122602	122622	275492	GARDEN STATE NEWS	454 BROADWAY	BAYONNE	NJ	07002	1			KLEIN	(201) 339-1386
122104	122620	607167	GAVATRI CORP.	605 HARRISON AVE	HARRISON	NJ	07029	1			KLEIN	(973) 483-8322
122104	122620	344223	GOLDEN BEER & LIQUO	614 HARRISON AVE	HARRISON	NJ	07029	1			KLEIN	(973) 483-8322
122104	122620	056906	HANNY'S DELI CORP	56 BOMERS ST	JERSEY CITY	NJ	07307	1				(201) 798-8043
133006	133024	402080	HILLTOP CAND	1530 OAK TREE RD	ISELIN	NJ	08830	1				(908) 494-6177
122103	122628	738726	HOLLWOOD DELI	1212 WASHINGTON S	HOBOKEN	NJ	07030	1				(201) 222-0576
122102		623322	IN & OUT CONVENIENC	87 ATLANTIC ST	HACKENSACK	NJ	07601	1				(201) 343-8604
122104	122620	409756	JAVIN GIFT	467 LYONS PLAZA	NEWARK	NJ	07112	1			KLEIN	(793) 923-9012
133002	133023	606832	JERSEY PRIDE	642 NEWMAN SPRING	LINCROFT	NJ	07738	1				(908) 758-8989
122605	122625	716271	JIN FAMILY FARMS IN	1012 GOFFLE RD	HAWTHORNE	NJ	07506	1				(201) 238-9151
122103	122628	354548	JUNIOR MINI MARKET	1516 KENNEDY BLVD	UNION CITY	NJ	07087	1				(201) 863-4483
122104	122620	655004	JUNIOR'S MINI MART	451 453 ST. PAUL	JERSEY CITY	NJ	07306	1			KLEIN	(201) 222-0366
122107		475894	K. C. NEWS	14 COMMERCE ST	NEWARK	NJ	07102	1			KLEIN	(201) 733-3413
122101	122225	541255	KADISHNA, INC.	69 W PALISADE AVE	ENGLEWOOD	NJ	07631	1			KLEIN	(201) 894-0507
133008	133025	462385	KRAUSZERS #8	312 PARSIPPANY RD	PARSIPPANY	NJ	07054	1				(201) 515-3451
122605	122625	400698	KRAUSZERS #243	579 POMPTON AVE	CEDAR GROVE	NJ	07009	1			KLEIN	(201) 239-7277
133006	133029	662429	KRAUSZERS/MIRSHIL I	317 BROAD ST	MATAMOR	NJ	07747	1			KLEIN	(908) 290-1711
122102	122226	472661	LINCOLN STATIONERY	95A LINCOLN AVE	FAIR LAWN	NJ	07410	1			KLEIN	(201) 427-9668
133007	133027	432886	LIQUOR CITY	1345 US HIGHWAY 1	NORTH BRUNSWIC	NJ	08902	2			9085454411	(908) 545-4411

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DATE: 97-11-11  
TIME: 04:24 PM

DIRECT WHSLR : 761406 KLEIN CANDY COMPANY  
INDIRECT WHSLR : 543805 VIKISHA INC.  
TEMPLATE : 800004 80108 POR JAN \$1/2 NO  
TEMPLATE SEQ : 0023  
SALES LEVEL : 12XXXX

TERP	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
133006	133029	450129	LONDON NEWS TA SHOP	499 ERNSTON RD	PARLIN	NJ	08859	1			KLEIN (908) 525-2920	
122104	122620	385276	LUCKY BIL'S	2720 JOHN F KENNEDY	JERSEY CITY	NJ	07306	1			KLEIN (201) 444-6799	
122603	122623	488073	MARINA NEWS, INC.	1000 STUYVESANT A UNION		NJ	07063	1			KLEIN (908) 688-7359	
122101	122225	268010	MR. K'S STATIONARY	1376 QUEEN ANNE R	TEANECK	NJ	07066	1			KLEIN (201) 833-0949	
122103	122628	472027	NATIONAL FOOD STORE	40A MEADOWLANDS P	SECAUCUS	NJ	07094	1			KLEIN (201) 866-3417	
122604	122624	840087	NEW WAY MARKET	140 FRANKLIN ST	BLOOMFIELD	NJ	07003	1			KLEIN (201) 429-1007	
122102	122226	450148	NICK'S GROCERY	234 MAIN ST	HACKENSACK	NJ	07601	1			KLEIN (908) 355-6229	
122102	122226	652812	NICK'S QUICK SHOP	183 BOULEVARD	HASBROUCK HIG	NJ	07604	1			KLEIN (201) 343-2022	
122603	122623	633074	NJ BARGAIN	435 MORRIS AVE	ELIZABETH	NJ	07208	1			KLEIN (201) 288-3333	
122104	122620	642635	ONE STOP LIQUOR/DEL	592 RIDGE RD	NORTH ARLINGTO	NJ	07031	1			KLEIN (908) 354-0601	
122404	122229	288817	PATEL CANDY STORE	736 W 181ST ST	NEW YORK	NY	10033	1			(212) 923-2439	
122108		276324	PEREZ GROCERY	6201 PARK AVE	WEST NEW YORK	NJ	07093	1			(201) 854-9551	
122107		401015	PIONEER LIQUORS	652 JORALEMON ST	HELLENVILLE	NJ	07109	1			(201) 854-9551	
133006	133029	728312	PURVI CONVEN. INC	9 LAURENCE PKY	LAURENCE HARBO	NJ	08879	1			378780KLEIN (201) 759-2435	
122103	122628	547401	RAGUV DISCOUNT	6905 BERGENTLINE A	GUTTENBERG	NJ	07093	1			971333 (609) 455-0202	
122102	122226	319324	QUICK SHOP FOOD STOR	264 MAIN ST	NEW MILFORD	NJ	07646	1			KLEIN (201) 599-0258	
133006	133024	336462	RAT CORP./T/AGRAUSZE	683 FLORIDA GROVE	PERTH AMBOY	NJ	08861	2			KLEIN (908) 636-4950	
122104	122620	516978	RAD PRAMAS NEWS	110 NEWARK AVE	JERSEY CITY	NJ	07302	1			KLEIN (908) 636-4950	
122103	122628	704122	REHMAN DELI & GROC.	4306 KENNEDY BLVD	UNION CITY	NJ	07087	1			(201) 854-6292	
122104		273029	ROSEMARY CONF	507 HARRISON AVE	HARRISON	NJ	07029	1			(201) 863-8146	
133007	133027	697874	RUES LANE FOOD & CO	314 RUES LN	EAST BRUNSWICK	NJ	08816	1			KLEIN (201) 481-9661	
122603		740603	RUPA FOOD STORE INC	319 ROSELLE ST	LINDEN	NJ	07036	1			(908) 254-6602	
122105		674101	SANA INTL GROC.	1209 TEANECK ST.	TEANECK	NJ	07666	2			(201) 833-0116	
122104	122620	414036	SHOPPER'S EXPRESS	879-883 FRANKLIN	NEWARK	NJ	07107	1			(733) 483-0124	
122101	122225	328815	SHOPPER'S EXPRESS	62 W CHURCH ST	BERGENFIELD	NJ	07621	1			(201) 387-9537	
122604	122624	407896	SHOPPER'S EXPRESS	155 ROSELAND AVE	CALDWELL	NJ	07006	1			KLEIN (973) 403-1059	
122102	122226	397647	SHOPPER'S EXPRESS	300 WASHINGTON AV	BELLEVILLE	NJ	07109	1			KLEIN (201) 751-1438	
122605	122625	690537	SHOPPER'S LIQUOR	744 HAMBURG TPK	POMPTON LAKES	NJ	07442	1			(201) 835-8887	
122109		718954	SHVE INC	871 BERGEN AVE	JERSEY CITY	NJ	07306	1			(201) 635-8887	
133007	133029	763921	SPOTSWOOD LIQUOR	75 OLD STAGE RD	SPOTSWOOD	NJ	08884	1			(201) 032-0100	
122102	122226	273731	SQUARE R&S INC.	28 WILSEY SQ	RIDGEMOOD	NJ	07450	1			(201) 444-7728	
122104	122620	274299	STATE NEWS	3000 JOHN F KENNEDY	JERSEY CITY	NJ	07306	1			(201) 653-4439	
122103	122628	739777	SUPER SHOP	626 RIDGE RD	LYNDHURST	NJ	07071	1			(201) 460-8044	
122104	122620	956548	THE DEPOT	30-107 WALT DRIVE	JERSEY CITY	NJ	07202	1			(908) 289-0890	
122603	122623	772677	THE PIPE SHOP	62 E MILTON AVE	RAHWAY	NJ	07065	1			(908) 382-5944	
122101	122225	400304	TOWN STATIONARY	386 BROAD AVE	LEONIA	NJ	07605	1			(201) 585-8532	
122108		876671	UNION CITY NEWS	3202 BERGENTLINE A	UNION CITY	NJ	07087	1			(201) 865-5834	
122103	122628	585447	UPTOWN NEWS	1315 WASHINGTON S	HOBOKEN	NJ	07030	1			(201) 659-3349	

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## WORKPLAN VAP SUBJOBBER TEMPLATE LISTING

PAGE: 3  
DATE: 97-11-11  
TIME: 04:24 PMDIRECT WHSLR : 761406 KLEIN CANDY COMPANY  
INDIRECT WHSLR: 543805 VIKISHA INC.  
TEMPLATE : 800004 80100 DOR JAN \$1/2 NO  
TEMPLATE SEQ : 0023  
SALES LEVEL : 12XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
122604	122624	033165	VALLEY SWEET SHOP	6 S VALLEY RD	WEST ORANGE	NJ	07052	1				(201) 731-7236
122602		661333	VIRAGE GROC INC	280 MORNINGSTAR R	STATEN ISLAND	NY	10303	1				(718) 816-5285
122603	122623	364414	VIRAM CORPORATION	827 ELIZABETH AVE	ELIZABETH	NJ	07201	1				(908) 351-3222
122102	122226	401020	WARM WISHES	323 UNION AVE	BELLEVILLE	NJ	07109	1			KLEIN	(201) 751-0595
122603	122623	036188	WESTFIELD MINIMART	301 SOUTH AVE E	WESTFIELD	NJ	07090	1				(908) 654-7530

PAGE BREAK TOTAL ACCOUNTS 90 TOTAL QUANTITY 94

51849 2042

TRANSMISSION VERIFICATION REPORT

TIME : 01/12/1998 12:02  
NAME : RJ REYNOLDS  
FAX : 7324179075  
TEL : 7322253765

DATE, TIME	01/12 11:58
FAX NO./NAME	12012220372
DURATION	00:03:35
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MODE	STANDARD ECM

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